

Consensus Online Political File Proposal

Television stations would upload to the FCC's website the following information about candidate purchases and about "BCRA issue ads" (*i.e.*, those that communicate a message relating to a political matter of national importance, per § 315(e)(1)(B) of the Communications Act¹), in a format of the station's own choosing that takes into account the technology used in its operations:

- ✓ the name of the sponsor;
- ✓ the name of the candidate on whose behalf the political spots (or program material) were purchased (for candidate purchases);
- ✓ the office for which the candidate is running (for candidate purchases);
- ✓ the issue to which the communication refers (for BCRA issue ads);
- ✓ the entity that sponsored the spots (or program material), including the officers that it has identified;
- ✓ the name given to the spot by the sponsor (if and to the extent that a sponsor provides such a name);
- ✓ the total amount of the ad buy; and
- ✓ on an ongoing basis, the aggregate amount of money paid by the sponsor for spots (or program material) on the television station during the election window.

Television stations would update the online political file with the following frequency:

- ✓ Generally, every other day, during the lowest unit charge period.
- ✓ Every day during the last seven days before the election.
- ✓ Outside the lowest unit charge period, once a week.

¹ These spots communicate a message concerning a legally qualified candidate, any election to Federal office, or a national legislative issue of public importance.